

PRESS RELEASE

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Panera Bread's Chief Financial Officer To Present at the Oppenheimer 9th Annual Consumer, Gaming, Lodging & Leisure Conference on July 15, 2009

St. Louis, MO, June 30, 2009 – Panera Bread Company (Nasdaq: PNRA) today announced that Jeff Kip, Senior Vice President and Chief Financial Officer, will be presenting at the 9th Annual Oppenheimer Consumer, Gaming, Lodging & Leisure Conference in Boston on Wednesday, July 15, 2009. The presentation will begin at 2:45 PM Eastern Daylight Time.

A webcast of the Oppenheimer Consumer Conference presentation may be accessed from the investor relations section of the Panera Bread website at <http://www.panerabread.com/investor>.

Panera Bread Company owns and franchises 1,264 bakery-cafes under the Panera Bread® and Saint Louis Bread Co.® names as of March 31, 2009. With its identity rooted in handcrafted, fresh-baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic free chicken, whole grain bread, select organic and all-natural ingredients and a menu with zero grams added trans fat, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The menu includes a wide variety of year-round favorites, complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across the United States and in Canada, guests are enjoying Panera's warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access provided through a managed WiFi network. At the close of each day, Panera Bread bakery-cafes donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, <http://www.panerabread.com>. Panera also holds a 51% interest in Paradise Bakery & Cafe, Inc., owner and franchisor of 71 bakery-cafes as of March 31, 2009.